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SPECIAL PRICE LIST

AFRICAN VIOLETS

PLANTS AND LEAVES

(AND OTHER HOUSEPLANTS)

NEW LOW PRICES!

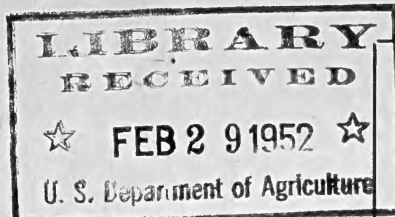
THE MAHR COMPANY

BOX 585

DEPT. 52

DES MOINES, IOWA

Dept. of Agriculture



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DEAR VIOLET FRIENDS:

Our large volume of business in 1951 forced us to expand greatly our growing space. As a result we were able to raise more violets, more economically and pass on this saving to you. Here are **NEW LOW PRICES** on a wide variety of great violets . . . this is the first time many of them have been offered for sale at such a low price. Our usual quality and perfect packing can be depended upon. See our regular illustrated catalog for full descriptions and pictures of most varieties. If you do not have our complete catalog please drop us a line, we'll be glad to see that you get one promptly.

\$1²⁵
EACH

These are from 2 1/4 inch pots, many in bud and bloom and ready for re-potting to larger pots. Grown in scientifically prepared soil, they are vigorous and sturdy . . . a truly outstanding value.

VARIEGATED BLOSSOMS

DETROIT WHITE GIRL
LADY GENEVA
ORCHID BI-BOY

DOUBLES

DOUBLE NEPTUNE
DOUBLE MARGARET
LIGHT BLUE DOUBLE
DOUBLE ORCHID BTY.

GIRLS

BLUE GIRL
RED GIRL
SAILOR GIRL
BLUE GIRL SUPREME
PINK GIRL

BI-COLORS

BRONZE BI-COLOR
GIANT BI-COLOR
RED BI-COLOR

REDS

RED KING
CARDINAL GIANT
MERKEL'S RED
BURGUNDY GIRL
REDHEAD GIRL
SUNRISE

MED. BLUE

MIDNIGHT GIANT
BLUE EYES

DUPONTS

DUPONT No. 1
MRS. K. DUPONT
LAVENDER PINK

DARK BLUE

MARINE
VON DIEDRICH
BLACK BEAUTY
BLUE MOON

LAVENDER

LAVENDER GIRL
ORCHID BEAUTY
LILAC QUEEN
GORGEOUS

LIGHT BLUE

NORSEMAN AMAZON
TINTED LADY
RUFFLES

PURPLE

ROSE PURPLE
PURPLE PRINCE

WHITE

SNOW PRINCE
WHITE LADY

PINKS

PINK BEAUTY
APPLE BLOSSOM
BLUSHING LADY

\$1⁵⁰
EACH

These are newer varieties, in 2 1/4 inch pots. Many of them are being sold for as much as \$3.00 each. These are smaller than our regular catalog plants which are 3 inch sizes, but most of them are in bloom.

FANTASY

AZURE BEAUTY
SNOW GIRL
LACY GIRL
DARK SAILOR GIRL
STAR SAPPHIRE
ORCHID PRINCE
PETITE

BLUE DELIGHT

RED MENTOR BOY
BLUE BOBBY
FRINGETTE WHITE
FRINGETTE MAUVETTE
FRINGETTE BLUE LAVENDER
VIOLET BEAUTY

SPECIAL ASSORTMENT PRICE

ANY 5 OF ABOVE PLANTS **\$7⁰⁰** POSTPAID

CLIMBING AFRICAN VIOLET **\$3⁰⁰** POSTPAID

We have a supply of this rare and beautiful violet (Saintpaulia Grotei). This is the violet that has excited the plant world for several years, but has been in such short supply that only the fortunate few and those willing to bid fabulous prices have been able to obtain them. We have several hundred plants for sale. While they last we can offer them in 2 1/4-inch pots for \$3.00 each. We advise early ordering on them.

NOTE:

Orders of \$3.00 and over sent prepaid. Under \$3.00 add 25c for packing and postage unless marked "post-paid." SPECIAL DELIVERY add 35c.

Please indicate if we can substitute a similar or better variety if out-of-stock . . . or if we may back-order for future delivery.

SPECIAL ASSORTMENT PRICE

ANY 5 OF ABOVE PLANTS **\$6⁰⁰** POSTPAID

LEAVES

One of the real thrills of your violet hobby is growing a new leaf into a fine, flowering plant . . . and it's one of the easiest ways to get expensive varieties at low cost, too. Order a collection of these fine leaves. All are carefully labeled and guaranteed to reach you in growing condition or your money back.

50¢ EACH

LEAVES OF NEWEST VARIETIES—50c EACH.
ORDERS OF 4 leaves or more sent prepaid. Less than 4 leaves add 25c for packing and postage. All labeled. Guaranteed true to name.

ANY 10 \$4.00 POSTPAID. Special Delivery add 35c.

OUR NEW INTRODUCTIONS

VIOLETTE PIXIE
(Miniature)
VIOLETTE ELF
(Miniature)
ORIENTAL GIRL

BRONZE QUEEN
SEAFOAM SEA QUEEN
ROSETTE RED

NEWEST VARIETIES
AZURE BEAUTY DOUBLE
DOUBLE DELIGHT

DOUBLE ROSE
SEA GIRL DOUBLE
DOUBLE SAILOR'S DELIGHT
DOUBLE ORCHID SUNSET
CARMEN
PAINTED GIRL
VELVET GIRL
GARNET KING
ROSE MARIE
BLUE HEIRESS
SNOW GIRL
QUEEN BETTY
STAR SAPPHIRE
RED VELVET
GENEVA STAR

GENEVA RAINBOW
RED VELVET
BLUE DELIGHT
PINK DELIGHT
PURPLE DAWN
LACY GIRL
WATER LILY
RED NEPTUNE
RUBY
LAVENDER GIANT
ORCHID GIANT
ROSY O'GRADY
INNOCENCE
RED BI-GIRL
ORCHID PRINCE

35¢ EACH

LEAVES OF FINE VARIETIES — 35c EACH.
Orders of 5 leaves or more sent prepaid. Under 5 leaves add 25c for packing and postage. All labeled. Guaranteed true to name.

ANY 10 \$3.00 POSTPAID. Special Delivery add 35c.

VARIEGATED BLOOMS

FANTASY
LADY GENEVA
BLUE-EYED BEAUTY
LUCKY LADY
ROSE LADY
TWILIGHT
DETROIT WHITE GIRL
ORCHID BI-BOY

DOUBLES

DOUBLE NEPTUNE
DOUBLE ORCHID BTY.
DOUBLE DUCHESS
DOUBLE MARGARET
LT. BLUE DOUBLE

PURPLE

MENTOR BOY
PURPLE PRINCE
BLACK BEAUTY
ISON
CHATTANOOGA
MERKEL'S BRILLIANT
DARK NORSEMAN
ROSE PURPLE
MIDNIGHT GIANT
LADY CONSTANCE

BI-COLORS

BRONZE BI-COLOR
RED BI-COLOR
GIANT BI-COLOR
GORGEOUS BI-COLOR
LAVENDER BI-COLOR

REDS

RED KING
CARDINAL GIANT
MERKEL'S RED
BURGUNDY GIRL
RED SPOON
SUNRISE
DARK REDHEAD
REDLAND RUFFLES
PLUM SATIN
RED BEAUTY

LAVENDER

VERA MARGARET
GORGEOUS SPOONLEAF
LAVENDER BEAUTY
LAVENDER PINK PRINCESS
VIOLET BEAUTY
WEST COAST AMETHYST
MAUVETTE FRINGETTE
RED LAVENDER FRINGETTE

SUPREMES

NORSEMAN AMAZON
REDHEAD AMAZON
BLUE GIRL SUPREME
PURPLE PRINCE SUPREME
REDLAND AMAZON
REDHEAD AMAZON

BLUE

CHARD
MARINE
PALE NORSEMAN
MINIATURE AMETHYST
RUFFLES
DIPLOTRICA
BLUE KING
NEPTUNE
BLUE WARRIOR
MINIATURE BLUE BOY
MERKEL'S GIANT
VON DIEDRICH
IMPERIAL
KAY'S QUILTED
BLUE MOON
BLUE BOBBY
CRINKLES

GIRLS

SAILOR GIRL
BLUE GIRL
LIGHT SAILOR GIRL
PINK GIRL
RED GIRL
REDHEAD GIRL
BRONZE GIRL
PURPLE GIRL
LAVENDER GIRL

PINKS

BLUSHING MAIDEN
APPLE BLOSSOM
PINK BEAUTY
DAINTY MAID
PINK LEATHERNECK

DUPONTS

DUPONT No. 1
MRS. K. DUPONT
DUPONT LAV. PINK

GYPSIES

BEADS
BELLE
BLUE BI
CLOWN
CURVACIOUS
JOY
LACE
LULA
ROSA
RUBA
WHITE GIRL
JEWEL

MRS. HUGHES

BLUE OHIO VALLEY
MOM'S GIRL
PAINTED BALLERINA
SHOT SILK
BLUE DREAM
RED SURPRISE

WHITE

SNOW PRINCE
WHITE LADY
WHITE FRINGETTE

ACHIMINES

NAMED VARIETIES

(FAIRY GLOXINIAS—NUT ORCHID)

Achmines are rapidly rising in popularity. We've doubled our sales of them every year. They are sister of the African Violet, and even easier to grow. Plants trail or climb. The flowers are shaped like a gloxinia, 1½ to 2 inches across, and come in shades of cerise, white, blue, salmon-rose, pink, lavender, etc. Dozens of blooms come on each plant, and for every bulb planted this year you'll get dozens for next year. We recommend them very highly.

VIVID—Showy, cerise flowers, free blooming—25c each—5 for \$1.00.

MADUNA—Dark red flowers with white throat. Very fine—45c each — 3 for \$1.00

PULCHELLA—Bright red, fine foliage, excellent for hanging basket — 50c each—3 for \$1.35.

CATTELEYA—Lovely orchid shade, rare — 50c each—3 for \$1.35

WHITE VARIETIES—Some have light lavender dots — 45c each — 3 for \$1.00.

LITTLE BEAUTY — Salmon-rose color, very charming — 40c each — 3 for 95c.

MME. GEHEUNE — Rich foliage, rose-purple flowers — 25c each — 5 for \$1.00.

SHADES OF BLUE — Our most popular assortment — 45c each — 3 for \$1.00.

MIXED VARIETIES, not labeled 5 for \$1.00

Get acquainted with Achmines, they are very rewarding to grow and make a lovely display.

1952 AFRICAN VIOLET INTRODUCTIONS

CHRISTINA—Big, Dupont type flowers and leaves, somewhat ruffled. A fine blue color. \$2.50

PAINTED GIRL—Petals are brushed with wine color on the edges. Girl foliage 2.50

FIVE DOTTS—Each purple petal has a clean, white dot on it. A startling contrast, very neat. 2.50

RUFFLED BEAUTY—Like Lacy girl, but with lavender, bi-color flowers. Bronzy foliage 2.50

VELVET GIRL—A pale lavender and wine bi-color with pointed leaves 2.50

TINARI'S AMERICA—A supreme type, with frilly petals in amethyst color. An excellent bloomer. 2.00

WINE VELVET—Deepest wine red to date. Fine plant. 2.50

HELEN WILSON BOUQUET—Excellent new double. Girl type. . . . 2.50

NAVY BOUQUET—Very dark blue double. 2.00

MARINE BOUQUET—Light blue double. 2.00

RUBY BOUQUET—Dark red double. Good rich color. 2.00

VELVET BOUQUET—Luxurious purple color and good double. . . . 2.00

RUFFLES BOUQUET—Exciting lavender with ruffled leaves. 2.00

CRAZY QUILT—Variegated flowers. Leaves are variegated, too, making an interesting pattern of color. 2.25

BESS STUCK—Blue with white markings. 2.25

APOLLO—A distinctive semi-double of clear, clean blue with many flowers showing a yellow eye. 2.50

BRUSSELS SPROUTS—Looks just like that. Big double blossoms that do not open wide. A novelty. 3.00

VIOLETTE BABY DOLL—A new miniature. Very shiny bronze foliage. Blossoms are very unusual deep, reddish purple bi-color with almost maroon tips on all 5 petals. 2.50

LEAVES OF ABOVE VARIETIES 60c EACH 5 FOR \$2.50

Minimum order, 3 leaves — may be assorted. Special delivery, add 35c.

HOUSEPLANTS . . . NEW AND OLD

EPISCIAS

These are close cousins of the African Violet and respond quickly to the same treatment. Everyone who sees these lovely plants in our greenhouse has to have one.

FULGIDA—Dark green leaves with an iridescent overcast and chartreuse veinings. Orange-scarlet flowers with spotted lip. We're in love with this one. Plants from 2 1/4" pots. \$1.50

SPLENDENS—Variegated leaf, green with sparkling silver spots and zones. Robust grower that trails or climbs. Scarlet flowers. Plants out of 2 1/4" pots \$1.50

CUPREATA—Foliage is as bronze as a new penny. An extremely fine grower. Scarlet to orange flowers. Excellent. Plants from 2 1/4" pots \$1.50

NAEGELIAS

Another violet cousin. The most gorgeous foliage you've ever seen! Chartreuse with mahogany dapples and spots and very rich and furry! The flowers are orange with a yellow lip and scarlet spots. Increases by tubers and you'll get several plants after the first year. We recommend them. Plants from 2 1/4" pots. \$2.00

GLOXINIAS

These are PLANTS ready for a 4" pot when you get them. All named varieties, labeled, but our choice of Etoile de Feu, Tigrina (spotted) Emperor Frederick (scarlet with white border) Emperor Wilhelm (violet with white border) Blanc de Meru (rose with white throat.) A SPECIAL VALUE AT 95c each — 3 for \$2.25

IVY

These are the newer and better varieties. ALL ARE FROM 2 1/4" pots (not rooted cuttings). Shipped in original soil. 3 FOR \$1.50 (Minimum order 3)

HALO—The new, improved variegated Ivy with large zones of white and grey against a green background. Has about 25% more white than older variegated. EXCELLENT.

GOLD DUST—The brand new ivy with the honey-colored background and dark green spots dappled all over it. Showiest ivy of them all.

STAR—Shaped like a star, large, leather leaves that give the airiest look you can imagine.

MAPLE QUEEN—Shaped like a maple leaf, broad and spreading and very dark in color.

GRAPE—Shaped like a holly leaf. Stands hot air, neglect and abuse better than almost any other houseplant.

GREEN RIPPLES—Looks like shirring. Bright green color. Another brand new one.

FANETTE—Just out this year. An improved ivy shaped like a small fan. Very dainty.

PINOAK—Shaped like an oak leaf. Extra fine growth.

SYLVANIAN—The florists love this one for its strong habit and beautiful, odd-shaped leaves.

GIANT VARIEGATED—Leaves reach 3" across and are spotted with white, cream and grey. A beauty.

PRAYER PLANTS

A fine, care-free plant (Maranta). Folds its leaves at night as if in prayer. Leaves are broad and bright green with brown spots and it's sometimes called "Rabbit Tracks." Plants from 2 1/4" pots — 80c each — 3 for \$2.00.

FRIENDSHIP PLANT (Panamiga)

A satisfying little foliage plant from South America. Leaves are deep bronze with an overlay of green, somewhat heart-shaped and wrinkled. It's always in bloom with small, lacy, greenish-white blossoms. You'll love it! Plants from 2 1/4" pots — 60c each — 3 for \$1.50.

PIGGY BACK PLANTS

A conversation-producer. New plants grow from the leaves, then more new plants from these new plants, etc. An intriguing novelty with no troubles and a satisfying bright green leaf. Plants from 2 1/4" pots — 60c each — 3 for \$1.50.

CHINESE EVERGREEN

Another care-free foliage plant. Pointed leaves and a free grower even in very deep shade. \$1.00 each — 3 for \$2.50.

TRI-LEAF WONDER (Nephtytis)

VARIEGATED—This has the finest arrow-shaped leaf you've ever seen. Border is silvery banded. A real new beauty and a big improvement over the older, plain green ones. Trained up a stake it makes the laciest, most colorful greenery you can imagine. Plants from 2¼" pots—\$1.00 — 3 for \$2.50. Makes a fine gift plant.

WAX PLANT (Hoya Carnosa)

A very showy climber with thick leaves and an umbrella of flowers that are waxy white with pink centers and **VERY FRAGRANT**. It will perfume a whole house. Plants from 2¼" pots—\$1.00 each — 3 for \$2.50.

HIBISCUS

Very few houseplant enthusiasts know the beauty and ease of this fine plant when used indoors. It's a strong grower and its blossoms are simply gorgeous! Flowers grow to 4" across and cover the plant. For something new and better in house plants, try this true Chinese Hibiscus. Peach-blow, clear, double pink. Sunset, blazing sunset colors. Lamberti, double, deep crimson. Plants from 2¼" pots—\$1.25 — 3 for \$3.00.

PATIENT LUCY (Impatiens)

So-called because it's always in bloom. Requires very little care and its flower is shaped almost exactly like an African Violet's but comes in salmon, reds, pinks, white and wine. Mixed colors only from 2¼" pots — 3 for \$1.25 — 6 for \$2.00.

FUCHSIAS

This is another brilliant flower that's usually overlooked for a houseplant. It's a glorious addition, too. Once you try them you'll want a whole collection. Black Prince, waxy pink or Bagdad, lavender center with carmine outer petals, very double. Plants from 2¼" pots—60c each — 3 for \$1.50.

BIRD OF PARADISE (Billbergia)

A spectacular plant and as easy to grow as Mother-in-law's tongue. Beautiful pink, green, blue and yellow flowers (all these colors on one flower). A new and sensational houseplant. 95c each — 2 for \$1.50.

FLEUR d'AMOUR

This is sometimes known as the Butterfly Gardenia and it does have a flower that is often mistaken for that plant. Unlike the Gardenia, however, it is easy to grow indoors and is not at all temperamental. A well-grown plant will produce 50 or more good flowers a year. Large plants from 3" pots — \$2.00 each — 3 for \$5.00.

STRAWBERRY GERANIUM

Round leaves with silver bands. Easy to grow and showy. Plants from 2½" pots — 50c each — 3 for \$1.25.

VELVET PLANT

Richest, deep reddish-purple foliage and very hairy. Strong plants from 2½" pots — 50c each — 3 for \$1.25.

EVERGREEN CLIMBING FIG

Small dark grey-green leaves, very hardy and tolerant but very vigorous. An exceptionally fine foliage plant. Plants from 2½" pots — 60c each — 3 for \$1.35.

CLERODENDRON (Mile-a-Minute Vine)

If you want one that grows to the ceiling in a single season, here it is! A very handsome, woody vine with oval leaves and very crimson showy flowers with a white calyx, carried in clusters. This one will impress the whole town! It is really splendid. Plants from 2½" pots — 90c each — 3 for \$2.50.

RHOEO (Moses-in-the-Bulrushes) (Man-in-a-Boat)

Dark green leaves, purple underneath and flattened clusters of white flowers, nearly hidden by boat-shaped coverings. Plants from 2½" pots — 60c each — 3 for \$1.50.

GERANIUMS

SCENTED. Makes a fine houseplant, with BOTH bloom and fragrance. Fine colors and the leaves are strong and leathery like ivy. Good outdoors, too, along a wall. Mixed colors and leaf shapes only. Plants from 2¼" pots — 6 for \$1.50 — 12 for \$2.50.

IVY-LEAVED—Climbs and trails. A fine addition to your window. Fine colors and the leaves are strong and leathery like ivy. Good outdoors, too, along a wall. Mixed colors and leaf shapes only. Plants from 2¼" pots — 6 for \$1.50 — 12 for \$2.50.

NAMED VARIETIES—Your choice of Radio Red, Rose Fiat (best rose) red Fiat, Salmon Ideal, Madonna, Gregerson's White. Plants from 2¼" pots — 6 for \$1.50 — 12 for \$2.50. Mixed varieties, not labeled, 12 for \$2.00.

BEGONIAS

ANGEL-WING—Soft pink, drooping flowers with pale green leaves. A fine houseplant. Plants from 2½" pots — 75c each — 2 for \$1.35.

BEEFSTEAK—Thick, shiny, round leaves, red underneath. Light pink flowers in rich clusters. Plants from 2½" pots — 75c each—2 for \$1.35.

STAR — Huge leaves, star-shaped and two-toned. Pink flowers. An old favorite that you'll want to revive—\$1.50 each.

PHILODENDRON

VELVET-LEAF PHILODENDRON — We again have a supply of this most popular philodendron. Leaves are rich, velvety texture and have veins of lighter green. Easy to grow, it makes a superb decorative plant. Something new, unusual and fine. Plants from 2" pots — 60c each — 3 for \$1.50.

GIANT SPLIT LEAF — This is the interior decorator's favorite plant. It gives any room a more distinguished, livable look. Large plants with 3 to 4 leaves — \$2.00 each — 3 for \$5.00.

POTHOS AUREUS—A plant that will stand house conditions even better than the old philodendrons. Green leaves spotted and mottled with cream. Plants from 2¼" pots — 50c each — 3 for \$1.35.

SHRIMP PLANTS (Beloperone)

They are practically everblooming with bright salmon colored bracts that resemble the shrimp in color and shape. A well-grown plant is a joy to see. Plants from 2¼" pots — 40c each — 3 for \$1.00.

CHINESE RUBBER PLANT (Crassula)

SILVER VARIEGATED — It's hard to kill this one and its foliage is very attractive. Strong plants — 40c each — 3 for \$1.00.

MINIATURE ROSES

One of our most popular indoor plants. Few people realize that they can be grown indoors, easily. They make excellent houseplants . . . and are perfectly hardy outdoors, too.

ROSA ROULETTI—Tiny double, bright pink flowers in profusion. An excellent bloomer. Plants from 2¼" pots — 50c each — 3 for \$1.35.

PIXIE—A new introduction. A tiny white, double rose. A fine new houseplant. Plants from 3" pots — \$1.00 each — 3 for \$2.50.

TOM THUMB—Crimson buds open in perfect tiny roses. A new color in miniatures — \$1.00 each — 3 for \$2.50.

AIRPLANE PLANT (Anthericum)

Pointed leaves striped with gold. Long stems with a tiny plant at the end resembling an airplane. Star-like white flowers. A beloved, old-fashioned, easy one — 50c each — 3 for \$1.35.

JACOBINEAS

Few plants are in such constant bloom. Large blossoms of salmon-pink. Easy to care for. Plants from 2¼" pots — 50c each — 3 for \$1.35.